

IN THE CLAIMS:

Claims 1-37 (cancelled).

¹38. (new) A system comprising;

a mobile device;

a database means for storing the capabilities of mobile devices;

a mobile device type identifier associated with said mobile device;

a message processor means for generating message data comprising a coupon;

a message optimizer means for generating an optimized message responsive to said message data and responsive to the stored capabilities corresponding to said mobile device type identifier; and

a communication means for transmitting said optimized message to said mobile device.

⁶39. (new) The system according to Claim 38, characterized in that said capabilities comprise at least one device attribute associated with a mobile device type.

^a40. (new) The system according to Claim 39, characterized in that said device attribute comprises a display dimension and a colour depth.

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341. (new) The system according to Claim 38, characterized in that said communication means comprises a gateway means for transmitting said optimised message to a network.

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342. (new) The system according to Claim 41, characterized in that said communication means comprises a router means for selecting the gateway means for message transmission.

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343. (new) The system according to Claim 38, characterized in that said coupon comprises a barcode number, barcode symbology, a barcode image, and text content.

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344. (new) The system according to Claim 38, characterized in that said optimised message comprises multimedia content.

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345. (new) The system according to Claim 44, characterized in that said multimedia content is selected from the group consisting of video, audio, a photograph and combinations thereof.

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346. (new) The system according to Claim 38, characterized in that said message data further comprises said mobile device type identifier.

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347. (new) The system according to Claim 38, characterized in that said system further comprises a barcode generator means for generating barcodes.

³⁷48. (new) The system according Claim 47, characterized in that said generated barcodes are random barcodes.

³⁷49. (new) The system according to Claim 47, characterized in that said system further comprises a barcode encoder means for encoding said generated barcodes.

³⁷50. (new) A method for delivering a message to a mobile device comprising the steps of:

inputting capabilities of mobile devices;

storing said capabilities of mobile devices;

generating message data comprising a coupon and a mobile device type identifier associated with said mobile device;

retrieving the stored capabilities corresponding to said mobile device type identifier;

generating an optimised message responsive to said message data and said retrieved capabilities; and

transmitting said optimised message to said mobile device.

⁴⁰51. (new) The method according to Claim 50, characterized in that said capabilities comprise at least one device attribute associated with a mobile device type.

⁴¹52. (new) The method according to Claim 50, characterized in that said device attribute comprises a display dimension and a colour depth.

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53. (new) The method according to Claim 50, characterized in that said method further comprises the step of transmitting said optimised message to a network.

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54. (new) The method according to Claim 50, characterized in that said method further comprises the step of selecting a gateway means for message transmission.

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55. (new) The method according to Claim 50, characterized in that said coupon comprises a barcode number, barcode symbology, and a barcode image.

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56. (new) The method according to Claim 50, characterized in that said optimised message comprises multimedia content.

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57. (new) The method according to Claim 56, characterized in that said multimedia content is selected from a group consisting of video, audio, a photograph and combinations thereof.

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58. (new) The method according to Claim 50, characterized in that said step of generating the optimised message comprises downgrading said generated message data.

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59. (new) The method according to Claim 50, characterized in that said method further comprises the step of generating barcodes.

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60. (new) The method according to Claim 59, characterized in that said generated barcodes are random barcodes.

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61. (new) The method according to Claim 59, characterized in that said method further comprises the step of encoding said generated barcodes.

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62. (new) A computer-readable medium whose contents cause a system to perform a method comprising the steps of:

inputting capabilities of mobile devices;

storing said capabilities of mobile devices;

generating message data comprising a coupon and a mobile device type identifier associated with said mobile device;

retrieving the stored capabilities corresponding to said mobile device type identifier;

generating an optimised message responsive to said message data and said retrieved capabilities; and

transmitting said optimised message to said mobile device.